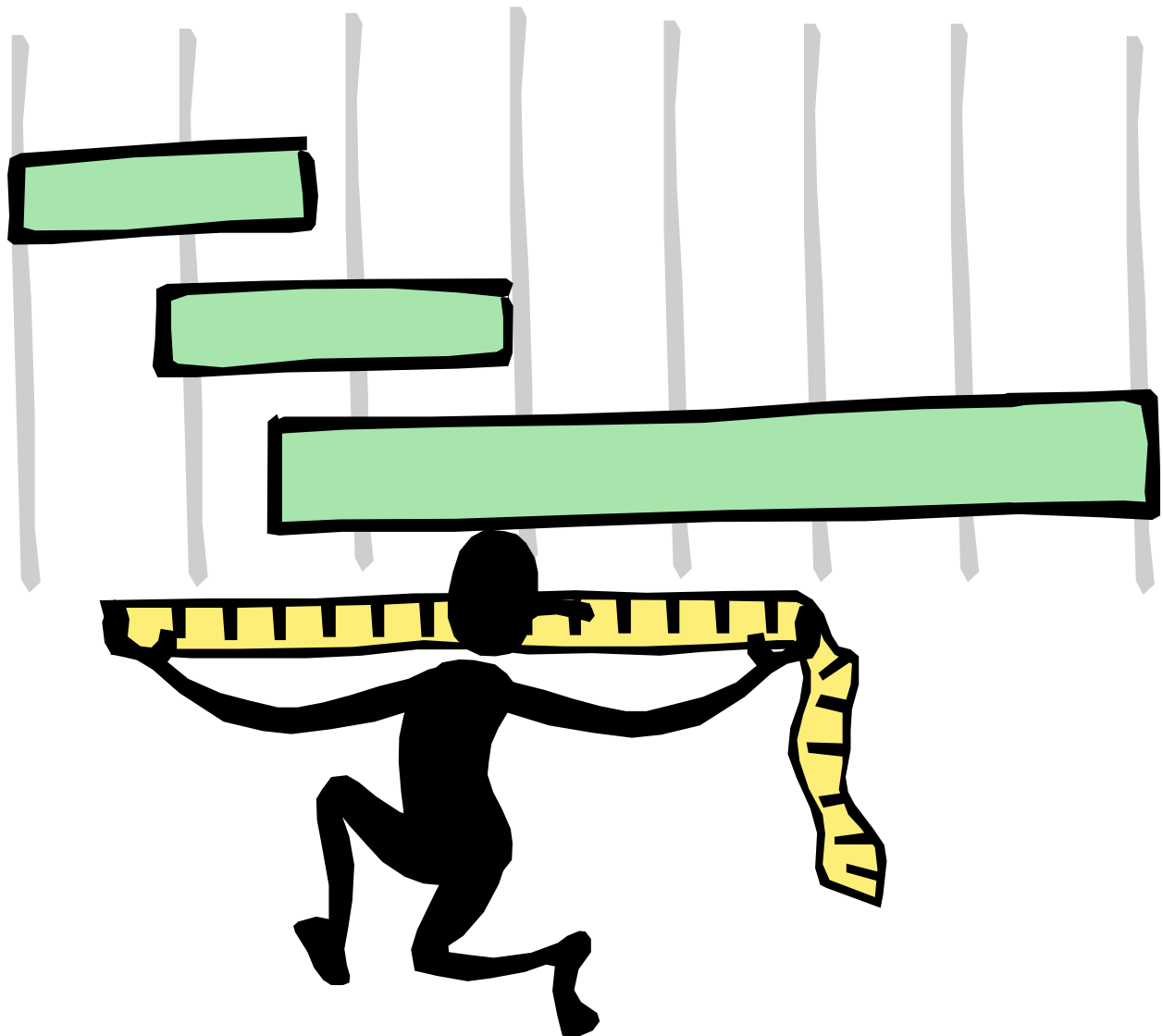


# Outdoor Recreation



**MWR Program  
Standards and Metrics**



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# OUTDOOR RECREATION PROGRAM ACCREDITATION

## INTRODUCTION

### About Program Accreditation

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#### PREFACE

Program accreditation was developed to assist N-46, with the Navy-wide requirement to develop and implement program operating standards and metrics.

**Metric:** *"A quantifiable measure (not the measurement itself) made over time, which communicates vital information about the quality of a process, activity, or resource."*

*"A metric may be subjective, relative or absolute."*

Ben Barrow, Phoenix AZ, 2000.

The focus of this initiative is on Navy programs funded with appropriated funds (APF). The desired outcome of the initiative is to assist Navy senior leadership with funding justifications, choices, and decisions.

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#### GOALS

The following goals will be achieved by applying program standards and metrics.

1. To assess where individual programs, regions, and Navy MWR overall is in relation to these standards.

**GOALS  
(cont.)**

2. Show how MWR is linked to Navy readiness, retention, and mission and answer the following questions all competitors for APF funding must answer:
    - "Why is the program important to the Navy?" and,
    - "What do we lose in the way of readiness, retention, or mission accomplishment if the program is partially or not funded?"
  3. Starting with POM-04, build MWR's funding requirements for each POM and PR cycle. (i.e., to calculate how much APF MWR funding is required as part of the Navy's resource programming process.)

(This is the process every APF competitor must use to justify his/her program needs.)
  4. Identify program priorities. (e.g., What is funded first? What is funded last? What is funded fully? What is funded partially? ....and, Why?)
  5. Identify and employ standard data collection systems and applications to examine and assess the standards and metrics for each identified MWR program.
  6. Ensure the program standards and metrics data can be used by anyone to determine (compare) how similar programs are doing within regions and throughout Navy MWR.
  7. Identify efficiencies and best practices that can be shared and/or duplicated within regions and throughout Navy MWR.
-

## BACKGROUND

In the fall of 2000, a Navy MWR Integrated Process Team (IPT) steering group began the program accreditation project by:

- Establishing a steering group.
- Identifying key members from N-46, PERS-65, Navy regions, and from among Navy MWR directors to participate on various project teams.
- Adopting a metrics "model" to help organize and prioritize standards for each program.
- Determining how to proceed with the establishment of standards and metrics.
- Identifying the initial MWR programs to be studied.

The initial MWR programs studied represent more than 80% of the APFs used by MWR, exclusive of the Child Development program, which was studied separately.

- Fitness.
- Liberty/Single-Sailor.
- Libraries.
- Fleet/Isolated Motion Picture (MOPIC).
- Youth Activities/SAC.
- Outdoor Recreation.
- Information, Tickets and Tours (ITT).

The IPT used the following project procedure:

- Define and agree on project goals and objectives.
- Divide the project team into work groups and assign responsibilities and tasks.

**BACKGROUND  
(cont.)**

The project team work groups included:

- Program Support.
  - MWR MACRO Standards.
  - MIS Applications.
  - Research.
  - Communications.
  - Best Practices.
- Direct the development of an accreditation program for MWR programs that consists of two major parts:
    - Program Standards.
    - Customer Service.
  - Provide MWR program metrics and standards for:
    - Personnel.
    - Facilities.
    - Programs/Programming.
    - Equipment.
    - Administration.
  - Prepare evaluation/accreditation tools.
  - Develop directions for assessing and comparing an MWR program's current condition to the specified program standards and for using the metrics evaluation/accreditation tools.
  - Test standards and metrics and adjust as needed.
  - Publish program standards and metrics for each MWR program to be studied.
-



**WHAT THIS  
PROGRAM  
WILL AND  
WON'T DO**

**What this accreditation program does:**

- It publishes standards to which you are to compare your MWR program.
- It provides the metrics and assessment tools which you will use to compare your MWR program to published standards.

**What this program does NOT do:**

- It does not tell you how you should run your MWR program.
- It does not tell you how to close the gap between the published standards and your MWR program, if one exists.

**HOW TO  
USE THIS  
DOCUMENT**

---

Each accreditation booklet is tab-divided into the following nine sections:

- Table of contents.
- Introduction.
- Measurement 1 -- Personnel.
- Measurement 2 -- Facilities.
- Measurement 3 -- Programming.
- Measurement 4 -- Equipment.
- Measurement 5 -- Administration.
- Section 2 -- Customer Service.
- Bibliography and Work Sheets.

The program standards are found after the appropriate metric for each program measurement area. The worksheets for each metric follow the standards in each section.

The Table of Contents is used to locate specific metrics and standards and metrics information.

**HOW TO  
USE THIS  
DOCUMENT  
(cont.)**

This Introduction section explains the project, methods, and use of the directive.

The sections tabbed "Metric X -- Title" contain the metrics and standards for one of the five major measurement areas.

The bibliography lists the sources from which the standards were developed -this section has not been completed and is not included in this package.

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**SOURCES**

The standards published in this document drew on the following:

- Existing, official DoD and/or DON instructions/policy.
  - Generally accepted industry and/or professional standards, recommendations, and/or guidelines.
  - Best MWR and/or business practices.
  - The experience of the project team members.
-

## ASSISTANCE

If you have questions regarding this accreditation program, please contact the appropriate PERS-65 program manager. Use the address and phone numbers below for general information, assistance and routing.

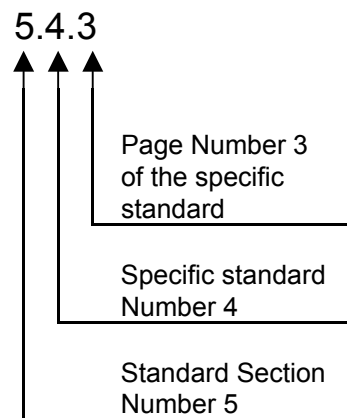
NAVY PERSONNEL COMMAND  
NAVY MWR DIVISION (PERS-654)  
5720 INTEGRITY DRIVE  
MILLINGTON TN 38055-6540

DSN		882-6717
COM	(901)	874-6717
FAX	(901)	874-6847
INTERNET		<a href="mailto:pers654@persnet.navy.mil">pers654@persnet.navy.mil</a>

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## PAGE NUMBERING

This booklet uses the following page numbering format:



Some of the tabbed sections use a page numbering system that uses the title of the enclosure and a sequential page number. (e.g. **Intro - 7 (this page)**, **B&F - 2**, etc.)

---

**INDIVIDUAL  
STANDARD  
NUMBERING**

The specific standards in each section use a numbering system that matches the Metric number.

**Example:**

- 1.0 is for Personnel metrics and standards.
  - "Percent Authorized Staffing" is the first of four metrics in this area and is numbered 1.1.
  - The standards within 1.1 – Percent Authorized Staffing, are numbered:
    - 1.1.1
    - 1.1.2
    - 1.1.3
  - If a standard needs to be further defined, the following numbering system is used:
    - 1.1.4
      - . 1.1.4.1
      - . 1.1.4.2
      - . 1.1.4.3
-

## STANDARDS CONTINUUM

As you will see, the accreditation process results in scores that, through the use of work sheets, tables and simple arithmetic, equate to the following:

10	C1	Ideal, fully operational
9		
8	C2	Operational with some deficiencies
7		
6	C3	Operational with serious deficiencies
5		
4		Not operational
3		
2		
1		
0		

**NOTE:** The accreditation scoring methods result in scores ranging from 1 to 10.

## TRUTH IN ADVERTISING

The following is the paramount accreditation direction.

DO NOT use the metrics/accreditation work sheets to make your MWR program look a bit better (or worse) than it actually is. The purpose of this process is to justify full funding with regard to Navy readiness, retention, and mission.

## GLOSSARY

The following abbreviations, acronyms, and definitions apply to this PS&A directive.

<b>BOS</b>	Base Operating Support
<b>IPT</b>	Integrated Process Team
<b>M/S</b>	Metrics/Standards (and vice-versa)
<b>NPRST</b>	Navy Personnel Research Studies and Technology
<b>PET</b>	Program Enhancement Teams
<b>POM</b>	Program Objective Memorandum
<b>PR</b>	Program Review
<b>PSG</b>	Program Support Group
<b>S/M</b>	Standards/Metrics (and vice-versa)
<b>Benchmark</b>	A performance reference point.
<b>Charts</b>	Used to graphically display metric results. The chart itself is not a metric.
<b>Counts</b>	A statistic/measurement that can result in a metric. However, statistics do not necessarily give a measure that will drive appropriate management action.
<b>Measurement</b>	Actual value of a metric.
<b>Metric</b>	A quantifiable measure (not the measurement itself) made over time, which communicates vital information about the quality of a process, activity, or resource. A metric may be subjective, relative or absolute. A metric is a means to an end--not the end itself.
<b>Standard</b>	Conformance boundaries set to achieve a desired performance category. (e.g., max, min, avg, etc.)
<b>Status Measure</b>	A one-time measurement that conveys little trend information. (Such as data in a pie chart.)
<b>Metric Attributes</b>	<ul style="list-style-type: none"><li>• Meaningful to the customer</li><li>• Tells how well organizational goals are being met through measured processes</li><li>• Simple, understandable, and repeatable</li><li>• Unambiguously defined</li><li>• Shows a trend</li><li>• Its data is easy and economical to collect</li><li>• Timely</li><li>• Drives appropriate management action</li></ul>

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## OUTDOOR RECREATION PROGRAM ACCREDITATION PERSONNEL

### METRIC 1.1

#### Percent Staffing Level Achieved

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#### PURPOSE OF THIS METRIC

To measure the actual on-board staffing compared to the Outdoor Recreation staffing standard described for the size base being measured.

#### REFERENCES/ SOURCES

- 
- -
- 

#### NOTES

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**1.1.1**      Staffing levels for Outdoor Recreation Programs (**all positions are GS or NAF equivalent**)

- **Extra Large Installation: (>14,000)**
  - 1 - Director, Outdoor Recreation Specialist (GS 11)
  - 1 - Programs Manager, Outdoor Recreation Specialist (GS 9)
  - 1 - Rental and Retail Shop Manager, Outdoor Recreation Specialist (GS 9)
  - 2 - Outdoor Equipment Maintenance Staff (WG 4-8)
  - 2 - Customer Service Staff (GS 5-7), minimum required
  - \* - The number of Guides (NF 2-3) on staff is dependent on program demands and industry standards.
  
- **Large Installation: (7,001 - 14,000)**
  - 1 - Director, Outdoor Recreation Specialist (GS 11)
  - 1 - Programs Manager, Outdoor Recreation Specialist (GS 9)
  - 1 - Rental and Retail Shop Manager, Outdoor Recreation Specialist (GS 9)
  - 1 - Outdoor Equipment Maintenance Staff (WG 4-8)
  - 2 - Customer Service Staff (GS 5-7), minimum required
  - \* - The number of Guides (NF 2-3) on staff is dependent on program demands and industry standards.
  
- **Medium Installation: (3,001 - 7,000)**
  - 1 - Director, Outdoor Recreation Specialist (GS 9)
  - 1 - Programs Manager, Outdoor Recreation Specialist (GS 7)
  - 1 - Outdoor Equipment Maintenance Staff (WG 4)
  - 2 - Customer Service Staff (GS 5-7), minimum required
  - \* - The number of Guides (NF 2-3) on staff is dependent on program demands and industry standards.

- **Small Installation: (501 - 3,000)**

Bases with smaller eligible user populations are not required to have an outdoor recreation program

1 - Director, Outdoor Recreation Specialist (GS 7)

1 - Equipment Maintenance Staff (WG 4)

3 - Customer Service Staff (GS 5)

\* - The number of Guides (NF 2-3) on staff is dependent on program demands and industry standards.

- **Extra Small Installation: (0 - 500)**

Bases with smaller eligible user populations are not required to have an outdoor recreation program

1 - Director, Outdoor Recreation Specialist (GS 7)

1 - Equipment Maintenance Staff (WG 4)

3 - Customer Service Staff (GS 5)

\* - The number of Guides (NF 2-3) on staff is dependent on program demands and industry standards.

**Score Sheet  
Outdoor Recreation  
Metric 1.1**

**Step 1** Find the staffing standard that applies to your size installation, utilizing the table below.

IF YOU SERVE	THEN
An active duty population >14,000.	Go to page 1.1.7
An active duty population that is 7,000-14,000.	Go to page 1.1.9
An active duty population that is 3,000-6,999.	Go to page 1.1.11
An active duty population that is 501-2,999.	Go to page 1.1.13
An active duty population <501.	Go to page 1.1.15

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<b>Extra Large Installation</b>			<b>Meet Standard</b>
<b>Step 2</b> Circle "1" in the meet standard column where appropriate.			
<b>TITLE</b>	<b>GRADE</b>	<b>QUANTITY</b>	
Director, Outdoor Recreation Specialist.	(GS 11)	1	1
Program Manager, Outdoor Recreation Specialist.	(GS 9)	1	1
Rental and Retail Shop Manager, Outdoor Recreation Specialist.	(GS 9)	1	1
Outdoor Equipment Maintenance Staff.	(WG 4-8)	2	1
Customer Service Staff.	(GS 5-7)	2 min.	1
Appropriate number of guides and instructors, based on program demands and industry standards.	(NF 2-3)	varies	1
<b>Step 3</b> Add the circled numbers and enter total.			

**Step 4**      Compute your percent compliance:

$$\text{Total} \div 6 \times 100 =$$

Your % Compliance

**Step 5**      Enter your percent compliance in the performance block for metric 1.1.

**Step 6**      Find the corresponding "score" (0-10) and enter it in the "score" block for this metric.

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<b>Large Installation</b>			<b>Meet Standard</b>
<b>Step 2</b>	Circle "1" in the meet standard column where appropriate.		
	TITLE	GRADE    QUANTITY	
	Director, Outdoor Recreation Specialist.	(GS 11)      1	1
	Program Manager, Outdoor Recreation Specialist.	(GS 9)      1	1
	Rental and Retail Shop Manager, Outdoor Recreation Specialist.	(GS 9)      1	1
	Outdoor Equipment Maintenance Staff.	(WG 4-8)      1	1
	Customer Service Staff.	(GS 5-7)      2 min.	1
	Appropriate number of guides and instructors, based on program demands and industry standards.	(NF 2-3)      varies	1
<b>Step 3</b>	Add the circled numbers and enter total.		

**Step 4**      Compute your percent compliance:

Total ÷ 6 x 100 =

Your % Compliance

**Step 5**      Enter your percent compliance in the performance block for metric 1.1.

**Step 6**      Find the corresponding "score" (0-10) and enter it in the "score" block for this metric.

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<b>Medium Installation</b>			<b>Meet Standard</b>
<b>Step 2</b> Circle "1" in the meet standard column where appropriate.			
TITLE	GRADE	QUANTITY	
Director, Outdoor Recreation Specialist.	(GS 9)	1	1
Program Manager, Outdoor Recreation Specialist.	(GS 7)	1	1
Outdoor Equipment Maintenance Staff.	(WG 4)	1	1
Customer Service Staff.	(GS 5-7)	2 min.	1
Appropriate number of guides and instructors, based on program demands and industry standards.	(NF 2-3)	varies	1
<b>Step 3</b> Add the circled numbers and enter total.			

**Step 4**      Compute your percent compliance:

Total ÷ 5 x 100 =

Your % Compliance

**Step 5**      Enter your percent compliance in the performance block for metric 1.1.

**Step 6**      Find the corresponding "score" (0-10) and enter it in the "score" block for this metric.

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<b>Small Installation</b>			<b>Meet Standard</b>
<b>Step 2</b> Circle “1” in the meet standard column where appropriate.			
TITLE	GRADE	QUANTITY	
Director, Outdoor Recreation Specialist.	(GS 7)	1	1
Equipment Maintenance Staff.	(WG 4)	1	1
Customer Service Staff.	(GS 5)	2 min.	1
Appropriate number of guides and instructors, based on program demands and industry standards.	(NF 2-3)	varies	1
<b>Step 3</b> Add the circled numbers and enter total.			

**Step 4**      Compute your percent compliance:

$$\text{Total} \div 4 \times 100 =$$

Your % Compliance

**Step 5**      Enter your percent compliance in the performance block for metric 1.1.

**Step 6**      Find the corresponding “score” (0-10) and enter it in the “score” block for this metric.

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Extra Small Installation			Meet Standard
<b>Step 2</b>	Circle "1" in the meet standard column where appropriate.		
TITLE	GRADE	QUANTITY	
Director, Outdoor Recreation Specialist.	(GS 7)	1	1
Equipment Maintenance Staff.	(WG 4)	1	1
Customer Service Staff.	(GS 5)	2 min.	1
Appropriate number of guides and instructors, based on program demands and industry standards.	(NF 2-3)	varies	1
<b>Step 3</b>	Add the circled numbers and enter total.		

**Step 4** Compute your percent compliance:

$$\text{Total} \div 4 \times 100 =$$

Your % Compliance

**Step 5** Enter your percent compliance in the performance block for metric 1.1.

**Step 6** Find the corresponding "score" (0-10) and enter it in the "score" block for this metric.

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## OUTDOOR RECREATION PROGRAM ACCREDITATION PERSONNEL

### METRIC 1.2

#### Percent With Appropriate Qualifications

---

#### PURPOSE OF THIS METRIC

To measure the degree of compliance with personnel qualification standards.

#### REFERENCES/ SOURCES

- Department of the Navy MWR Master Plan
- BUPERSINST 1710.11, Operation of Morale Welfare and Recreation (MWR) Programs
- Air Force Instruction 34-268, Outdoor Recreation Programs and Procedures
- The Outdoor Programmer's Resource Guide, Outdoor Recreation Coalition of America and Sporting Goods Manufacturers' Association
- Navy Outdoor Recreation Baseline Assessment, David Webb, 1998

#### NOTES

The ORP hires staffs who are qualified. If they are not initially qualified they will be trained to be competent, knowledgeable, and skilled. Qualifications apply to permanent, part-time, flexible employees, contractors, assigned active duty military personnel, and volunteers.

Staff who do not have the expertise to repair, maintain, demonstrate, and competently outfit or rent equipment are not hired, or if employed, not put into situations where this will

occur.

Certifications needed depend on the activity. For example, staff-repairing bicycles are certified as bike mechanics, and ski-binding mechanics must have certification from the binding's manufacturer.

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- 1.2.1** All Outdoor Recreation staff members will meet the education and job experiences qualifications listed for their positions at the appropriate size base.

Find the qualification standards that apply to your size installation utilizing the following table.

IF YOU SERVE	THEN
An active duty population >14,000	Go to page 1.2.4
An active duty population that is 7,000-14,000	Go to page 1.2.5
An active duty population that is 3,000-6,999	Go to page 1.2.6
An active duty population that is 501-2,999	Go to page 1.2.7
An active duty population <501	Go to page 1.2.8

**1.2.1          Extra Large Installation**

<b>Position</b>	<b>Education</b>	<b>On The Job Specialized Experience Required</b>
Director, Outdoor Recreation Specialist	Bachelors degree	Three years
Programs Manager, Outdoor Recreation Specialist	Bachelors or equivalent	Two years
Rental and Retail Shop Manager, Outdoor Recreation Specialist	Bachelors or equivalent	Two years
Outdoor Equipment Maintenance Staff	Vocational or trade school training	Two years
Customer Service Staff	High school diploma	N/A
Part-time Activity Specific, Lead Guides and Instructors	High school diploma	Two years
Part-time Activity Specific, Assistant Guides and Instructors	High school diploma	One year

**Outdoor Recreation  
Program Accreditation**

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**1.2.1          Large Installation**

<b>Position</b>	<b>Education</b>	<b>On The Job Specialized Experience Required</b>
Director, Outdoor Recreation Specialist	Bachelors degree	Three years
Programs Manager, Outdoor Recreation Specialist	Bachelors or equivalent	Two years
Rental and Retail Shop Manager, Outdoor Recreation Specialist	Bachelors or equivalent	Two years
Outdoor Equipment Maintenance	Vocational or trade school training	Two years
Customer Service Staff	High school diploma	N/A
Part-time Activity Specific, Lead Guides and Instructors	High school diploma	Two years
Part-time Activity Specific, Assistant Guides and Instructors	High school diploma	One year

**1.2.1 Medium Installation**

Position	Education	On The Job Specialized Experience
Director, Outdoor Recreation Specialist	Bachelors degree	Three years
Programs Manager, Outdoor Recreation Specialist	Bachelors Degree	Two years
Outdoor Equipment Maintenance Staff	Vocational or trade school training	Two years
Customer Service Staff	High school diploma	N/A
Part-time Activity Specific, Lead Guides and Instructors	High school diploma	Two years
Part-time Activity Specific, Assistant Guides and Instructors	High school diploma	One year

**Outdoor Recreation  
Program Accreditation**

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**1.2.1          Small Installation**

<b>Position</b>	<b>Education</b>	<b>On The Job Specialized Experience</b>
Director, Outdoor Recreation Specialist	Bachelors Degree	Two years
Equipment Maintenance Staff	High school diploma	Two years
Customer Service Staff	High school diploma	N/A
Part-time Activity Specific, Lead Guides and Instructors	High school diploma	Two years
Part-time Activity Specific, Assistant Guides and Instructors	High school diploma	One year

**1.2.1          Extra Small Installation**

<b>Position</b>	<b>Education</b>	<b>On The Job Specialized Experience</b>
Director, Outdoor Recreation Specialist	Post high school education	Two years
Equipment Maintenance Staff	High school, or vocational training	Two years
Customer Service Staff	High school degree	
Part-time Activity Specific, Lead Guides and Instructors	High school degree	Two years
Part-time Activity Specific, Assistant Guides and Instructors	High school degree	One year

**Score Sheet**  
**Outdoor Recreation**  
**Metric 1.2**

**Step 1** Find the qualification standard score sheet that applies to your size base, utilizing the table below.

IF YOU SERVE	THEN
An active duty population >14,000	Go to page 1.2.11
An active duty population that is 7,000-14,000	Go to page 1.2.13
An active duty population that is 3,000-6,999	Go to page 1.2.15
An active duty population that is 501-2,999	Go to page 1.2.17
An active duty population <500	Go to page 1.2.19



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**Outdoor Recreation  
Program Accreditation**

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Extra Large Installation		A	B
<b>Step 2</b>	Circle the appropriate response in column A and B.	Meet Education Requirement	Meet Experience Requirement
	Director, Outdoor Recreation Specialist	1	1
	Program Manager, Outdoor Recreation Specialist	1	1
	Rental and Retail Shop Manager, Outdoor Recreation Specialist	1	1
	Outdoor Equipment Maintenance Staff	1	1
	Customer Service Staff	1	N/A
	Part-time Activity Specific, Lead Guides and Instructors	1	1
	Part-time Activity Specific, Assistant Guides and Instructors	1	1
<b>Step 3</b>	Add the circled numbers in each column and enter totals.		

**Step 4** Compute your percent compliance:

$$A + B \div 13 \times 100 =$$

Your % Compliance

**Step 5** Enter your percent compliance in the performance block for metric 1.2.

**Step 6** Find the corresponding “score” (0-10) and enter it in the “score” block for this metric.

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**Outdoor Recreation  
Program Accreditation**

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Large Installation		A	B
<b>Step 2</b>	Circle the appropriate response in column A and B.	Meet Education Requirement	Meet Experience Requirement
	Director, Outdoor Recreation Specialist	1	1
	Program Manager, Outdoor Recreation Specialist	1	1
	Rental and Retail Shop Manager, Outdoor Recreation Specialist	1	1
	Outdoor Equipment Maintenance Staff	1	1
	Customer Service Staff	1	N/A
	Part-time Activity Specific, Lead Guides and Instructors	1	1
	Part-time Activity Specific, Assistant Guides and Instructors	1	1
<b>Step 3</b>	Add the circled numbers in each column and enter totals.		

**Step 4** Compute your percent compliance:

$$A + B \div 13 \times 100 =$$

Your % Compliance

**Step 5** Enter your percent compliance in the performance block for metric 1.2.

**Step 6** Find the corresponding “score” (0-10) and enter it in the “score” block for this metric.

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**Outdoor Recreation  
Program Accreditation**

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<b>Medium Installation</b>		<b>A</b>	<b>B</b>
<b>Step 2</b>	Circle the appropriate response in column A and B.	<b>Meet Education Requirement</b>	<b>Meet Experience Requirement</b>
Director, Outdoor Recreation Specialist		1	1
Program Manager, Outdoor Recreation Specialist		1	1
Outdoor Equipment Maintenance Staff		1	1
Customer Service Staff		1	N/A
Part-time Activity Specific, Lead Guides and Instructors		1	1
Part-time Activity Specific, Assistant Guides and Instructors		1	1
<b>Step 3</b>	Add the circled numbers in each column and enter totals.		

**Step 4** Compute your percent compliance:

$$A + B \div 11 \times 100 =$$

Your % Compliance

**Step 5** Enter your percent compliance in the performance block for metric 1.2.

**Step 6** Find the corresponding “score” (0-10) and enter it in the “score” block for this metric.

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**Outdoor Recreation  
Program Accreditation**

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<b>Small Installation</b>		<b>A</b>	<b>B</b>
<b>Step 2</b>	Circle the appropriate response in column A and B.	<b>Meet Education Requirement</b>	<b>Meet Experience Requirement</b>
Director, Outdoor Recreation Specialist		1	1
Equipment Maintenance Staff		1	1
Customer Service Staff		1	N/A
Part-time Activity Specific, Lead Guides and Instructors		1	1
Part-time Activity Specific, Assistant Guides and Instructors		1	1
<b>Step 3</b>	Add the circled numbers in each column and enter totals.		

**Step 4** Compute your percent compliance:

$$A + B \div 9 \times 100 =$$

Your % Compliance

**Step 5** Enter your percent compliance in the performance block for metric 1.2.

**Step 6** Find the corresponding “score” (0-10) and enter it in the “score” block for this metric.



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**Outdoor Recreation  
Program Accreditation**

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Extra Small Installation		A	B
<b>Step 2</b>	Circle the appropriate response in column A and B.	Meet Education Requirement	Meet Experience Requirement
	Director, Outdoor Recreation Specialist	1	1
	Equipment Maintenance Staff	1	1
	Customer Service Staff	1	N/A
	Part-time Activity Specific, Lead Guides and Instructors	1	1
	Part-time Activity Specific, Assistant Guides and Instructors	1	1
<b>Step 3</b>	Add the circled numbers in each column and enter totals.		

**Step 4** Compute your percent compliance:

$$A + B \div 9 \times 100 =$$

Your % Compliance

**Step 5** Enter your percent compliance in the performance block for metric 1.2.

**Step 6** Find the corresponding “score” (0-10) and enter it in the “score” block for this metric.

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## OUTDOOR RECREATION PROGRAM ACCREDITATION PERSONNEL

### METRIC 1.3

#### Percent Receiving Required Training

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#### PURPOSE OF THIS METRIC

To measure the degree of compliance with staff training standards prescribed for the Outdoor Recreation Program.

#### REFERENCES/ SOURCES

- 
- Department of the Navy MWR Master Plan
  - BUPERSINST 1710.11, Operation of Morale Welfare and Recreation (MWR) Programs
  - Air Force Instruction 34-268, Outdoor Recreation Programs and Procedures
  - The Outdoor Programmer's Resource Guide, Outdoor Recreation Coalition of America and Sporting Goods Manufacturers' Association
  - Navy Outdoor Recreation Baseline Assessment, David Webb, 1998
  - Effective Leadership in Adventure Programming, Simon Priest, Michael Glass,
- 

#### NOTES

Participation in Navy and outdoor-related conferences, courses, workshops, and training clinics is required.

All employees through ongoing training and reinforcement emphasize the importance of a consistently high level of customer service.

All staff receives training appropriate to and required of their specific job duties and responsibilities.

Certification and training are dependent on the ORP's inventory and programs. Training and certification match and meet the needs of customer services provided by the operation.

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### Training standards for ORP

- 1.3.1** ORP Director, ORP program recreation specialists, rental center managers, and supervisors have satisfactorily completed the Navy's MWR Managers' Course within the first twelve months in that position.
- 1.3.2** ORP Director, ORP program recreation specialists, rental center managers, and supervisors have satisfactorily completed the Navy's MWR MASTR Course within the first twelve months in that position.
- 1.3.3** New employees complete required base APF or NAF employee personnel indoctrination within the first week of employment.
- 1.3.4** All staff members, including active duty military and volunteers attend the Star Service: Achieving Extraordinary Customer Relations program within the first 90 days of employment/assignment.
- 1.3.5** Each ORP program 188/189 series management staff member attends at least one outdoor recreation related trade show every two years.
- 1.3.6** A written in-house training program plan is in place and on file for all staff members.
- 1.3.7** A written individual training plan for each staff member is required, and on file.
- 1.3.8** Review of the following items are included in each staff member's indoctrination:
- The ORP's SOP
  - MWR and ORP's philosophy, ethics, goals, and objectives
  - Health and safety principles
  - Cash handling and controls
  - Marketing
  - Equipment maintenance program
  - Medical emergency procedures



- 1.3.9** Adult and child CPR certification is current within the first three months of employment for all employees.
- 1.3.10** Appropriate first aid/first responder certification is current within the first six months of employment for all employees.
- 1.3.11** All employees complete customer service training yearly.
- 1.3.12** After the first 12 months of employment/assignment each staff member receives a minimum of twenty hours of professional, operant level training a year to update or learn new skills, and improve job performance. Proof of training with instructor contact hours or Continuing Education Units (CEUs) awarded is required to meet this standard.
- 1.3.13** **Program Certification Levels - Outdoor Adventure Pursuits**  
There may be several well-known and acceptable certifications available for one specific activity. What is important is that certification is acquired through nationally recognized organizations who are acknowledged in the outdoor recreation community and industry as being leaders in the field of their expertise. The examples of certifications listed on the next three page are not all-inclusive and may not be your only allowable choice.
- The certifications apply to those who are guiding, leading, or instructing a specific outdoor activity. If your ORP doesn't conduct these activities in-house, the certification levels do not apply to your staff.
- Assistant guides and instructors work under the immediate supervision of the lead guide or instructor and are not required to meet the certification levels.
- These certifications do not apply to bus, van, and shuttle drivers, ski bus hosts, tour guides, etc. or any others who are not guiding, leading, or instructing adventure pursuits. All programs will operate according to the standards and protocol of the lead instructor or guide's affiliated certifying organization or association.

**Outdoor Recreation  
Program Accreditation**

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<b>Program Activity</b>	<b>Certification</b>	<b>Possible Certifying Agency</b>
<b>1. Alpine Skiing</b>	<ul style="list-style-type: none"> <li>• Certified Level 1 or higher</li> </ul>	<ul style="list-style-type: none"> <li>• Professional Ski Instructors of America – <a href="http://www.psia.org">www.psia.org</a></li> <li>• Canadian Ski Instructors Association</li> <li>• British Association of Snowsport Instructors - <a href="http://www.basi.org.uk">www.basi.org.uk</a></li> </ul>
<b>2. Nordic Skiing</b>	<ul style="list-style-type: none"> <li>• Certified Level 1 or higher</li> <li>• Wilderness Medical Training*</li> </ul>	
<b>3. Snowboarding</b>	<ul style="list-style-type: none"> <li>• Certified Level 1 or higher</li> <li>• Wilderness Medical Training*</li> </ul>	
<b>4. Snowshoeing</b>	<ul style="list-style-type: none"> <li>• Wilderness Medical Training*</li> </ul>	
<b>5. Winter activities conducted in the backcountry</b>	<ul style="list-style-type: none"> <li>• Ski Operations Level 1 Avalanche Safety (Canadian) or</li> <li>• Avalanche Safety Course Level II (US)</li> <li>• Wilderness Medical Training*</li> <li>• Leave No Trace Training</li> </ul>	<ul style="list-style-type: none"> <li>• Canadian Avalanche Association <a href="http://www.avlanche.ca">www.avlanche.ca</a></li> <li>• Avalanche Safety Courses <a href="http://www.csac.org">www.csac.org</a></li> <li>• Leave No Trace - <a href="http://www.lnt.org">www.lnt.org</a></li> </ul>
<b>6. Survival</b>	<ul style="list-style-type: none"> <li>• Military</li> <li>• Outdoor Educator Course</li> <li>• Leave No Trace Training</li> <li>• Wilderness Medical Training*</li> </ul>	<ul style="list-style-type: none"> <li>• Military</li> <li>• Boulder Outdoor Survival School <a href="http://www.boss-inc.com">www.boss-inc.com</a></li> <li>• Leave No Trace <a href="http://www.lnt.org">www.lnt.org</a></li> </ul>
<b>7. Orienteering</b>	<ul style="list-style-type: none"> <li>• Leave No Trace Training</li> <li>• Wilderness Medical Training*</li> <li>• Orienteering training through an Organization and sanctioned events Are recommended but not required.</li> </ul>	<ul style="list-style-type: none"> <li>• Leave No Trace <a href="http://www.lnt.org">www.lnt.org</a></li> <li>• US Orienteering Federation <a href="http://www.us.orienteering.org">www.us.orienteering.org</a></li> <li>• International Orientation Federation <a href="http://www.orienteering.org">www.orienteering.org</a></li> </ul>
<b>8. Hiking</b>	<ul style="list-style-type: none"> <li>• Leave No Trace Training</li> <li>• Wilderness Medical Training*</li> </ul>	<ul style="list-style-type: none"> <li>• Leave No Trace <a href="http://www.lnt.org">www.lnt.org</a></li> </ul>
<b>9. Backpacking</b>	<ul style="list-style-type: none"> <li>• Leave No Trace Training</li> <li>• Wilderness Medical Training*</li> </ul>	<ul style="list-style-type: none"> <li>• Leave No Trace <a href="http://www.lnt.org">www.lnt.org</a></li> </ul>
<b>10. Camping</b>	<ul style="list-style-type: none"> <li>• Leave No Trace Training</li> <li>• Wilderness Medical Training*</li> </ul>	<ul style="list-style-type: none"> <li>• Leave No Trace <a href="http://www.lnt.org">www.lnt.org</a></li> </ul>
<b>11. Horseback Riding &amp; Pack Animals</b>	<ul style="list-style-type: none"> <li>• Leave No Trace Training</li> <li>• Wilderness Medical Training*</li> </ul>	<ul style="list-style-type: none"> <li>• Leave No Trace <a href="http://www.lnt.org">www.lnt.org</a></li> </ul>

\* See table on page 1.3.8 to determine required level of training.

**Percent Receiving Required Training**

<b>Program Activity</b>	<b>Certification</b>	<b>Possible Certifying Agency</b>
<b>12. Rope Rock Climbing: Top Roping, Bouldering, &amp; One Pitch Rappelling</b>	<ul style="list-style-type: none"> <li>• Top Rope Site Manager Course (AMGA)</li> <li>• Wilderness Medical Training*</li> <li>• Leave no Trace Training</li> </ul>	<ul style="list-style-type: none"> <li>• American Mountain Guides Association (AMGA) <a href="http://www.amga.com">www.amga.com</a></li> <li>• Association of Canadian Mountain Guides – <a href="mailto:acmg@telusplanet.net">acmg@telusplanet.net</a></li> <li>• Swiss Mountain Guides Association</li> </ul>
<b>13. Rock Climbing: Multi-pitch Lead Climbing up to Grade III</b>	<ul style="list-style-type: none"> <li>• Level 1 Certified Rock Climbing Guide (AMGA)</li> <li>• Wilderness Medical Training *</li> </ul>	
<b>14. Rock Climbing in all non-glaciated environments up to Grade V</b>	<ul style="list-style-type: none"> <li>• Certified Rock Climbing Guide (AMGA)</li> <li>• Wilderness Medical Training *</li> </ul>	
<b>15. Climbing Walls</b>	<ul style="list-style-type: none"> <li>• Climbing Gym Association Accreditation</li> </ul>	<ul style="list-style-type: none"> <li>• Outdoor Recreation Coalition of America - <a href="http://www.orca.org">www.orca.org</a></li> </ul>
<b>16. Rope Courses</b>	<ul style="list-style-type: none"> <li>• Advanced Skills and Standards</li> </ul>	<ul style="list-style-type: none"> <li>• Project Adventure - <a href="http://www.pa.org">www.pa.org</a></li> </ul>
<b>17. Caving</b>	<ul style="list-style-type: none"> <li>• Cave Rescue Operations And Management Seminar Level III</li> </ul>	<ul style="list-style-type: none"> <li>• National Cave Rescue Commission <a href="http://www.caves.org/io/ncrc">www.caves.org/io/ncrc</a></li> </ul>
<b>18. Mountain Biking</b>	<ul style="list-style-type: none"> <li>• Mountain Bike Patrol Instructor</li> <li>• Wilderness Medical Training *</li> <li>• Basic Bicycle Maintenance</li> </ul>	<ul style="list-style-type: none"> <li>• International Mountain Biking Association - <a href="http://www.imba.com">www.imba.com</a></li> </ul>
<b>19. Urban Bicycling</b>	<ul style="list-style-type: none"> <li>• Basic Bicycle Maintenance</li> <li>• Wilderness Medical Training *</li> </ul>	<ul style="list-style-type: none"> <li>• Adventure Cycling – <a href="http://www.adv-cycling.org">www.adv-cycling.org</a></li> </ul>
<b>20. BMX</b>	<ul style="list-style-type: none"> <li>• Sanction by the American Bicycle Association</li> </ul>	<ul style="list-style-type: none"> <li>• American Bicycle Association <a href="http://www.ababmx.com">www.ababmx.com</a></li> </ul>
<b>21. Canoeing</b>	<ul style="list-style-type: none"> <li>• Instructor certification for the water and craft used</li> </ul>	<ul style="list-style-type: none"> <li>• American Canoe Association <a href="http://www.acanet.org">www.acanet.org</a></li> <li>• Leave No Trace <a href="http://www.lnt.org">www.lnt.org</a></li> <li>• RSQH - <a href="http://www.waterrescue.com">www.waterrescue.com</a></li> </ul>
<b>22. Sea Kayaking</b>	<ul style="list-style-type: none"> <li>• Instructor certification for the water and craft used</li> </ul>	
<b>23. White Water Activities: Rafting, Kayaking, &amp; Canoeing</b>	<ul style="list-style-type: none"> <li>• Leave No Trace Training</li> <li>• Swift Water Rescue (for moving water only)</li> </ul>	
<b>24. Board &amp; Kayak Surfing</b>	<ul style="list-style-type: none"> <li>• Instructor has KSA for the activity</li> <li>• Instructor Certification for craft and water used</li> <li>• Wilderness Medical Training *</li> </ul>	<ul style="list-style-type: none"> <li>• In-house</li> <li>• American Canoe Association <a href="http://www.acanet.org">www.acanet.org</a></li> </ul>

\* See table on page 1.3.8 to determine required level of training



**Percent Receiving Required Training**

<b>Program Activity</b>	<b>Certification</b>	<b>Possible Certifying Agency</b>
<b>25. Scuba Diving</b>	<ul style="list-style-type: none"> <li>• Full certification for the level of Instruction and services provided</li> </ul>	<ul style="list-style-type: none"> <li>• National Association of Underwater Instructors <a href="http://www.nauui.org">www.nauui.org</a></li> <li>• Professional Association of Diving Instructors <a href="http://www.padi.com">www.padi.com</a></li> <li>• SCUBA Schools International <a href="http://www.ssiusa.com">www.ssiusa.com</a></li> </ul>
<b>26. Snorkeling</b>	<ul style="list-style-type: none"> <li>• Skin Diving Instructor</li> </ul>	

<b>27. *Wilderness Medical Training</b>	<b>Certification</b>	<b>Possible Certifying Agency</b>
<p>Wilderness First Responder (WFR) is required for any activities conducted when transport to a hospital level facility will take more than two hours. This doesn't include:</p> <ul style="list-style-type: none"> <li>• Commercial ski areas and other commercial areas where medical attention is available.</li> </ul>	<ul style="list-style-type: none"> <li>• Wilderness First Responder</li> </ul>	<ul style="list-style-type: none"> <li>• Wilderness Medical Associate <a href="http://www.wildmed.com">www.wildmed.com</a></li> <li>• Wilderness Medicine Institute - <a href="http://www.nols.edu/wmi">www.nols.edu/wmi</a></li> <li>• Stonehearth Open Learning Opportunities <a href="http://www.soloschools.com">www.soloschools.com</a></li> </ul>
<p>Wilderness First Aid(WFA) is required for activities that aren't facility based and conducted when transport to a hospital level facility will take less than two hours.</p>	<ul style="list-style-type: none"> <li>• Wilderness First Aid</li> </ul>	

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### **Certification Levels for Outdoor Recreation Rental Center Staff**

- 1.3.14** There may be well-known and acceptable certifications available for one specific activity. What is important is that certification is acquired through nationally recognized organizations who are acknowledged in the outdoor recreation community and industry as being leaders in the field of their expertise. The examples of certifications listed are not all-inclusive and may not be your only allowable choice.

Certification and training are dependent on the rental center's inventory and programs. Training and certification match and meet the needs of customer services provided by the operation.

All programs will operate according to the standards and protocol of the affiliated certifying organization or association.

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**Percent Receiving Required Training**

<b>Position and Program Activity</b>	<b>Degree, Certifications, or Training</b>	<b>Required Certifying Agency or Trainer</b>
<b>Director and Rental Shop Manager</b>		
<b>1. General</b>	<ul style="list-style-type: none"> <li>• local annual safety training</li> </ul>	<ul style="list-style-type: none"> <li>• Local Base Safety Department</li> </ul>
<b>2. Bicycles</b>	<ul style="list-style-type: none"> <li>• Basic Bicycle Repair</li> <li>• Managing the Service Department</li> </ul>	<ul style="list-style-type: none"> <li>• Barnett Bicycle Institute <a href="http://www.bbainstitute.com">www.bbainstitute.com</a></li> <li>• United Bicycle Institute <a href="http://www.bikeschool.com">www.bikeschool.com</a></li> </ul>
<b>3. Ski &amp; Snowboard</b>	<ul style="list-style-type: none"> <li>• Rental Management Seminar</li> <li>• Service Center Management</li> <li>• Rental Management Seminar</li> </ul>	<ul style="list-style-type: none"> <li>• Vermont Safety Research <a href="http://www.vermontskisafety.com">www.vermontskisafety.com</a></li> </ul>
<b>Equipment Maintenance Staff</b>		
<b>4. General</b>	<ul style="list-style-type: none"> <li>• local annual safety training</li> </ul>	<ul style="list-style-type: none"> <li>• Local Base Safety Department</li> </ul>
<b>5. Bicycles</b>	<ul style="list-style-type: none"> <li>• Basic Bicycle Repair</li> </ul>	<ul style="list-style-type: none"> <li>• Barnett Bicycle Institute <a href="http://www.bbainstitute.com">www.bbainstitute.com</a></li> <li>• United Bicycle Institute <a href="http://www.bikeschool.com">www.bikeschool.com</a></li> </ul>
<b>6. Ski &amp; Snowboard</b>	<ul style="list-style-type: none"> <li>• Alpine &amp; Nordic Bindings</li> <li>• Ski Tuning &amp; Repair</li> <li>• Snowboard Tuning &amp; Repair</li> </ul>	<ul style="list-style-type: none"> <li>• Vermont Safety Research <a href="http://www.vermontskisafety.com">www.vermontskisafety.com</a></li> </ul>
<b>7. Small Engines</b>	<ul style="list-style-type: none"> <li>• Equipment and Engine Repair Training and Certification. Acquired from boat, and outdoor power equipment manufacturers or distributors.</li> <li>• Example: Briggs &amp; Stratton Authorized Field Service Schools</li> </ul>	<ul style="list-style-type: none"> <li>Manufacturing or industry representative</li> <li>• Briggs &amp; Stratton <a href="http://www.briggsandstratton.com">www.briggsandstratton.com</a></li> </ul>
<b>Customer Service Staff</b>		
<b>8. General</b>	<ul style="list-style-type: none"> <li>• local annual safety training</li> </ul>	<ul style="list-style-type: none"> <li>• MWR Department</li> <li>• American Red Cross or equivalent</li> <li>• Local Base Safety Department</li> </ul>

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**Score Sheet  
Outdoor Recreation  
Metric 1.3**

**Step 1** Circle the appropriate response in the met, or Not Applicable column

Standards		A Met	B NA
1.3.1	Designated staff completed MWR Manager's course	1	
1.3.2	Designated staff completed MWR MASTR course	1	
1.3.3	New employees complete indoctrination within first week on job	1	
1.3.4	Star Service training completed by all staff within 90 days of hire	1	
1.3.5	Attend at least one outdoor related trade show per year	1	
1.3.6	Training program plan in place and on file for all staff members	1	
1.3.7	Individual training plan in place and on file for each staff member	1	
1.3.8	Reviewed designated items in indoctrination	1	
1.3.9	Adult and child CPR certificate current within 3 months of hire date	1	
1.3.10	Appropriate first aid/first responder course current within 6 months	1	
1.3.11	Customer service training completed each year by all employees	1	
1.3.12	20 hours of professional training each year by all staff members	1	
1.3.13.1	Alpine skiing	1	1
1.3.13.2	Nordic skiing	1	1
1.3.13.3	Snowboarding	1	1
1.3.13.4	Snowshoeing	1	1
1.3.13.5	Winter activities in backcountry	1	1
1.3.13.6	Survival	1	1
1.3.13.7	Orienteering	1	1
1.3.13.8	Hiking	1	1
1.3.13.9	Backpacking	1	1
1.3.13.10	Camping	1	1
1.3.13.11	Horseback riding and pack animals	1	1
1.3.13.12	Rock climbing - Top roping, bouldering, etc...	1	1
1.3.13.13	Rock climbing - Multi-pitch lead climbing	1	1
1.3.12.14	Rock climbing – Up to Grade V – non-glaciated environments	1	1
1.3.13.15	Climbing walls	1	1
1.3.13.16	Challenge courses	1	1
1.3.13.17	Caving	1	1
1.3.13.18	Mountain Biking	1	1
1.3.13.19	Urban Cycling	1	1

**Outdoor Recreation  
Program Accreditation**

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Standards (cont.)		A Met	B NA
1.3.13.20	BMX	1	1
1.3.13.21	Canoeing	1	1
1.3.13.22	Sea Kayaking	1	1
1.3.13.23	White water activities	1	1
1.3.13.24	Board and kayak surfing	1	1
1.3.13.25	SCUBA diving	1	1
1.3.13.26	Snorkeling	1	1
1.3.13.27	Appropriate wilderness medical training	1	
1.3.14.1	General (Director and shop manager)	1	1
1.3.14.2	Bicycles (Director and shop manager)	1	1
1.3.14.3	Ski and Snowboard (Director and shop manager)	1	1
1.3.14.4	General (Equipment maintenance staff)	1	1
1.3.14.5	Bicycles (Equipment maintenance staff)	1	1
1.3.14.6	Ski & Snowboard (Equipment maintenance staff)	1	1
1.3.14.7	Small Engines (Equipment maintenance staff)	1	1
1.3.14.8	General (Customer Service Staff)	1	1

**Step 3** Add the circled numbers in column A & B and enter totals.

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**Step 4** Compute your percent compliance:

$$A \div 47 - B \times 100 =$$

Your % Compliance

**Step 5** Enter your percent compliance in the performance block for metric 1.3.

**Step 6** Find the corresponding “score” (0-10) and enter it in the “score” block for this metric.

---

## OUTDOOR RECREATION PROGRAM ACCREDITATION FACILITIES

### METRIC 2.1

#### Percent or Facility Inventory (Volume) in Compliance With Standards

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##### PURPOSE OF THIS METRIC

To determine the degree of compliance with prescribed facility size requirements for all Outdoor Recreation facilities.

##### REFERENCES/ SOURCES

- NAVFAC P-80

##### NOTES

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## Standards

- 2.1.1** Utilizing the table below, find your size installation to determine the minimum square footage requirement for your ORP facility. This does not take into account any outside storage area(s) that you may have.

IF YOU SERVE	THEN YOU SHOULD HAVE A MINIMUM
An active duty population >14,000	8,000 square feet
An active duty population that is 7,000-14,000	6,000 square feet
An active duty population that is 3,000-6,999	4,000 square feet
An active duty population that is 501-2,999	2,000 square feet
An active duty population that is <501	1,000 square feet

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**Score Sheet**  
**Outdoor Recreation**  
**Metric 2.1**

**Step 1** Find your size installation utilizing the table below.

IF YOU SERVE	THEN
An active duty population >14,000	Go to page 2.1.7
An active duty population that is 7,000-14,000	Go to page 2.1.9
An active duty population that is 3,000-6,999	Go to page 2.1.11
An active duty population that is 501-2,999	Go to page 2.1.13
An active duty population <501	Go to page 2.1.15

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**Percent of Facilities Inventory (Volume) in Compliance With Standards**

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**Extra Large Installation**

**Step 2** Find the square footage of your facility in Column A below.

<b>A</b> <b>Total Sq. Ft</b>	<b>B</b> <b>% Compliance</b>	<b>C</b> <b>Score</b>
>8,000	100	10
7,200 - 7,999	90	9
6,400 - 7,199	80	8
5,600 - 6,399	70	7
4,800 - 5,599	60	6
4,000 - 4,799	50	5
3,200 - 3,999	40	4
2,400 - 3,199	30	3
1,600 - 2,399	20	2
800 - 1,599	10	1
<800	0	0

**Step 3** Circle the % Compliance in column B and place that number in the “performance” block for metric 2.1.

**Step 4** Circle the corresponding Score from column C and place that number in the “score” block for metric 2.1.

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**Percent of Facilities Inventory (Volume) in Compliance With Standards**

---

**Large Installation**

**Step 2** Find the square footage of your facility in Column A below.

<b>A</b> <b>Total Sq. Ft</b>	<b>B</b> <b>% Compliance</b>	<b>C</b> <b>Score</b>
>6,000	100	10
5,400 – 5,999	90	9
4,800 - 5,399	80	8
4,200 - 4,799	70	7
3,600 - 4,199	60	6
3,000 - 3,599	50	5
2,400 - 2,999	40	4
1,800 - 2,399	30	3
1,200 - 1,799	20	2
600 - 1,199	10	1
<600	0	0

**Step 3** Circle the % Compliance in column B and place that number in the “performance” block for metric 2.1.

**Step 4** Circle the corresponding Score from column C and place that number in the “score” block for metric 2.1.

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**Percent of Facilities Inventory (Volume) in Compliance With Standards**

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**Medium Installation**

**Step 2** Find the square footage of your facility in Column A below.

<b>A</b> <b>Total Sq. Ft</b>	<b>B</b> <b>% Compliance</b>	<b>C</b> <b>Score</b>
>4,000	100	10
3,600 - 3,999	90	9
3,200 - 3,599	80	8
2,800 - 3,199	70	7
2,400 - 2,799	60	6
2,000 - 2,399	50	5
1,600 - 1,999	40	4
1,200 - 1,599	30	3
800 - 1,199	20	2
400 - 799	10	1
<400	0	0

**Step 3** Circle the % Compliance in column B and place that number in the “performance” block for metric 2.1.

**Step 4** Circle the corresponding Score from column C and place that number in the “score” block for metric 2.1.

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**Percent of Facilities Inventory (Volume) in Compliance With Standards**

---

**Small Installation**

**Step 2** Find the square footage of your facility in Column A below.

<b>A</b> <b>Total Sq. Ft</b>	<b>B</b> <b>% Compliance</b>	<b>C</b> <b>Score</b>
>2,000	100	10
1,800 – 1,999	90	9
1,600 – 1,799	80	8
1,400 - 1,599	70	7
1,200 - 1,399	60	6
1,000 – 1,199	50	5
800 - 999	40	4
600 – 799	30	3
400 – 599	20	2
200 - 399	10	1
<200	0	0

**Step 3** Circle the % Compliance in column B and place that number in the “performance” block for metric 2.1.

**Step 4** Circle the corresponding Score from column C and place that number in the “score” block for metric 2.1.

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---

**Percent of Facilities Inventory (Volume) in Compliance With Standards**

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**Extra Small Installation**

**Step 2** Find the square footage of your facility in Column A below.

<b>A</b> <b>Total Sq. Ft</b>	<b>B</b> <b>% Compliance</b>	<b>C</b> <b>Score</b>
>1,000	100	10
900 – 999	90	9
800 – 899	80	8
700 – 799	70	7
600 – 699	60	6
500 – 599	50	5
400 – 499	40	4
300 – 399	30	3
200 – 299	20	2
100 – 199	10	1
<100	0	0

**Step 3** Circle the % Compliance in column B and place that number in the “performance” block for metric 2.1.

**Step 4** Circle the corresponding Score from column C and place that number in the “score” block for metric 2.1.

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## OUTDOOR RECREATION PROGRAM ACCREDITATION FACILITIES

### METRIC 2.2

#### Percent of Facilities Meeting Required Qualitative Elements

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##### PURPOSE OF THIS METRIC

To determine the degree of compliance with prescribed facility quality standards.

##### REFERENCES/ SOURCES

- NAVFAC P-80
- Navy Outdoor Recreation Baseline Assessment, David Webb, 1998

##### NOTES

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**Qualitative Facility Standards**

- 2.2.1** DoD Form 1391 is prepared and submitted for all identified facility deficiencies.
- 2.2.2** Facilities are attractive, clean, uncluttered, and well maintained, according to base and department safety standards.
- 2.2.3** The director or manager inspects all facilities at least once a week and a record of the inspections kept on file for one year.
- 2.2.4** A monthly detailed inspection encompassing all interior and exterior areas of staffed and unstaffed facilities, spaces, and areas is conducted and findings kept on file.
- 2.2.5** An employee is assigned to inspect and police the facility and grounds daily and findings will be kept on file.
- 2.2.6** Interior ORP space decorations are reflective of the season.
- 2.2.7** A dedicated building or a separate space for outdoor adventure is in place.
- 2.2.8** Outside entryways are locking double doors with flush sills and sufficient height to facilitate movement of equipment.
- 2.2.9** Floors are covered with a durable, non-skid and resilient material that can withstand hard usage. The floor is moisture-proof, and its surface is resistant to detergent and corrosive materials damage.

- 2.2.10** Proper temperature, humidity and air circulation levels as determined/prescribed by Industrial Hygiene or other authoritative unit are maintained in the building.
- 2.2.11** An outside compound with electrical outlets, water and drainage for washing gear is adjacent to the Outdoor Recreation equipment rental facility.
- 2.2.12** Inside gear cleaning, and drying area with an operational industrial strength washer, deep sink, and dryer are co-located with the ORP.
- 2.2.13** The equipment repair room/area is well lighted and ventilated.
- 2.2.14** The interior Outdoor Recreation gear storage room/space/area is secure and convenient to the rental/check-out operation.
- 2.2.15** Interior space floor plan is designed to allow for grouping of like activities/programs and to maximize efficiency and customer service.
- 2.2.16** A classroom large enough to conduct training for twenty people with adequate space for two instructors and demonstration exists.
- 2.2.17** A customer service area with a service counter and surrounding area large enough to accommodate patrons at peak demand times exists.
- 2.2.18** Equipment display area exists.
- 2.2.19** Well-lighted resale area with slat-wall all the way around exists.



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**Percent of Facilities Meeting Required Qualitative Elements**

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- 2.2.20** Customer dressing room(s) are located in the ORP facility.
- 2.2.21** A resource/information area exists.
- 2.2.22** An administrative space free from the distractions of the day-to-day operations exists.
- 2.2.23** Staff lockers are located in the ORP facility.
- 2.2.24** Highly visible outside signs which meet the station's signage policy are in place.
- 2.2.25** Patron parking, gear pick-up and return parking is adequate for demand.
- 2.2.26** The ORP facility is identified on the station's comprehensive/master plan and/or general development map (GDM).
- 2.2.27** The ORP director/manager has a copy of the station's current Shore Facility Planning Document (SFPD) for category code 740-37.
- 2.2.28** Copies of all active ORP special projects forms DD 1391 are on file in the ORP program office, and are reviewed regularly.

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**Percent of Facilities Meeting Required Qualitative Elements**

**Score Sheet  
Outdoor Recreation  
Metric 2.2**

**Step 1**      Circle the appropriate response in the met column

<b>Standards</b>		<b>Met</b>
2.2.1	DoD Form 1391 is prepared and completed	1
2.2.2	Attractive, clean, uncluttered facilities.	1
2.2.3	Inspect all facilities.	1
2.2.4	Detailed inspection checklist.	1
2.2.5	Employee assigned to inspect.	1
2.2.6	ORP space decorations.	1
2.2.7	Dedicated building.	1
2.2.8	Entryways are locking double doors.	1
2.2.9	Floors are durable, non-skid	1
2.2.10	Proper temperature, humidity.	1
2.2.11	An outside compound.	1
2.2.12	Inside gear cleaning.	1
2.2.13	Repair area well lighted and ventilated.	1
2.2.14	Outdoor Recreation gear is secure, convenient.	1
2.2.15	Floor plan designed for efficiency and customer service.	1
2.2.16	Classroom large enough.	1
2.2.17	Customer service area large enough.	1
2.2.18	Equipment display.	1
2.2.19	Well-lighted resale area.	1
2.2.20	Dressing rooms.	1
2.2.21	Resource/information area.	1
2.2.22	Administrative space.	1
2.2.23	Staff locker space.	1
2.2.24	Highly visible outside signs.	1
2.2.25	Patron parking.	1
2.2.26	ORP facility is identified on station master plan.	1
2.2.27	Have a copy of Shore Facility Planning Document (SFPD).	1
2.2.28	Copies of DD 1391 on file.	1
<b>Step 2</b> Add the circled numbers and enter total.		

**Step 3**      Compute your percent compliance:

Total ÷ 28 x 100 =

Your % Compliance

**Step 4**      Enter your percent compliance in the performance block for metric 2.2.

**Step 5**      Find the corresponding “score” (0-10) and enter it in the “score” block for this metric.

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## OUTDOOR RECREATION PROGRAM ACCREDITATION PROGRAMMING CORE ELEMENTS

### METRIC 3.1

#### Percent of “Core” Program Elements Offered

---

#### PURPOSE OF THIS METRIC

To determine the percent of program elements offered by the Outdoor Recreation program compared to the required number of core program elements for the format selected.

#### REFERENCES/ SOURCES

- BUPERSINST 1710.11C
- Department of the Navy MWR Master Plan
- Navy Outdoor Recreation Baseline Assessment, David Webb, 1998

#### NOTES

##### **Outdoor Adventure Centers:**

The focus of these operations is typically human powered and specific to outdoor adventure activities. Human powered outdoor recreation typically consists of participating in physical adventure pursuits out-of-doors that don't involve motorized equipment. Hence, human powered. Athletics, sand volleyball, horseshoes, and softball, picnicking, recreational vehicles, and trailers are not considered human powered outdoor recreation.

“What distinguishes these activities and their enthusiasts from other, more mainstream outdoor pursuits and participants is an active interest in exploration-of one's surroundings, of one's limits-and a genuine appreciation of nature.” (Outdoor Recreation Collation of America's State of the Industry Report 2000)

The program includes outdoor gear rentals, sales, instruction, repairs, trips, classes, and a resource and information center.

The activities offered preferably take place in a natural, front-country, backcountry, or wilderness environment. The name of the operation may reflect anything related to human powered outdoor pursuits. The name, image, and theme should be consistent with what is offered.

***Outdoor Center & Other Rentals:***

Combinations of the Rental Center and the Outdoor Adventure Center, with the stipulation they must each have their own identity and area. Not unlike a shopping mall, the Outdoor Adventure Center and Rental Center items are physically and visually separated into their own unique areas of the facility. They are marketed separately and have trained and specialized employees for each area. The name, image, and theme are consistent with what is offered. A typical example is an operation that rents camping trailers, motor boats, and other rentals, but also offers outdoor programs, trips, and classes. The trailers and motor boats can easily be visually and physically separated since they are usually stored outdoors.

---

**Percent of “Core” Program Elements Offered**

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**3.1.1**        The Outdoor Recreation Program shall be organized into one of the following formats and shall provide all the program elements listed for that format.

<b>Standards</b>	<b>Outdoor Adventure Center (OAC)</b>	<b>Outdoor Center and Other Rentals</b>
3.1.1    Rentals	X*	X**
3.1.2    Sales	X*	X**
3.1.3    Repairs	X*	X**
3.1.4    Education/Skills/Instruction	X	X
3.1.5    Information/Resources	X	X
3.1.6    Competitions	X	N/A

\*Gear only includes human powered equipment.

\*\* Gear may include non-human powered equipment.

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**Score Sheet  
Outdoor Recreation  
Metric 3.1**

**Step 1** Select the format (A or B) that applies to your installation.

Formats		A	B
<b>Step 2</b>	Circle the number in the column A or B that applies to your program for each standard	<b>OAC</b>	<b>Outdoor Center and other rentals</b>
<b>Standards</b>			
3.1.1 Rentals		1	1
3.1.2 Sales		1	1
3.1.3 Repairs		1	1
3.1.4 Education/skills/instruction		1	1
3.1.5 Information and resources		1	1
3.1.6 Competitions		1	N/A
<b>Step 3</b>	Add the circled numbers in the appropriate column and enter total.		

**Step 4** Compute your percent compliance:

Column A total ÷ 6 x 100 = % Compliance

**Or**

Column B total ÷ 5 x 100 = % Compliance

Your % Compliance

**Step 5** Enter your percent compliance in the performance block for metric 3.1

**Step 6** Find the corresponding "score" (0-10) and enter it in the "score" block for this metric.

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## OUTDOOR RECREATION PROGRAM ACCREDITATION PROGRAMMING QUALITY

### METRIC 3.2

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#### Percent of “Core” Program Elements in Compliance With Qualitative Standards

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##### PURPOSE OF THIS METRIC

To determine the degree of compliance with the quality standards prescribed for the core program elements.

---

##### REFERENCES/ SOURCES

- Department of the Navy MWR Master Plan
  - USAF Outdoor Adventure Program Managers Guide
- 

##### NOTES

###### *Rental:*

Rentals fill the customers need for high quality specialized outdoor gear required to participate in outdoor activities. Rentals provide patrons an opportunity to participate in individual or group outdoor activities.

Good, reliable gear is vital for a successful outdoor adventure program. If patrons have access to high quality, specialized outdoor rental gear, utilizing the latest technology, the activity will be more enjoyable, easier to learn, and safer.

Rental shops need equipment that the customer would like to be “seen with.” Name brands and image are important and attractive to all users. Being seen with the latest and greatest equipment increases the user’s self-image.

A user has greater confidence in the latest technology.

Well maintained and tuned equipment adds appeal.

**NOTES**  
**(cont.)**

Rental equipment should be easy to use and easy to maintain. Typically, in the long run, buying high quality equipment is more cost effective.

Regardless of the size or inventory levels of the outdoor adventure rental operation, every attempt is made to meet the program goals, needs and desires of the target population.

Outdoor adventure equipment rental programs are:

- Driven by patron demand
- Customer service oriented
- Diverse
- Accessible
- Quality oriented
- Adequately stocked with equipment that is reasonably priced for the Navy community
- Designed to utilize the unique characteristics of the surrounding environment

***Retail Sales:***

An outdoor equipment retail operation supports the customer who has progressed beyond the novice stage of an outdoor pursuit. Frequent users and renters will find it's more cost effective and convenient to own than rent. Also, it is more practical to sell some items rather than renting them. Retail sales offer discounts to Sailors while the revenue will help offset the cost of the other program elements.

**NOTES  
(cont.)**

***Repairs:***

Repairs are a valuable customer service, because most people do not have the skill, knowledge, time, desire, or special tools required to safely repair their equipment, especially items like bikes, skis, and snowboards. A repair service will also increase retail revenue. Almost every time a customer brings something in for repair, they are going to need some new parts.

***Information/Resources***

Because of the transient nature of our population, reliable information and advice on all local outdoor activities, areas, instruction, and gear is a service that customer’s value.

Self-directed outdoor adventure activities are encouraged. Information is available to educate the customer or offer information needed for self-directed activities. This includes videotapes, maps, guide books, brochures, gear lists, weather, ski reports, etc. First hand knowledge of experienced staff members is always the best source of information.

***Competitions:***

Competitions are for the sake of fun, physical fitness, and the chance to test one’s limits in an outdoor environment using outdoor skills, and outdoor specialty gear.

***Trips, Education, Skills, and Instruction:***

OAC activities are designed to meet the needs of the military community focusing on facilitating the use of outdoor equipment and educating customers on proper (safe) use, per the outdoor industry’s and the Navy’s accepted ethical and professional standards.

Participants are encouraged to take an interest in, and accept responsibility for learning proper and safe equipment use.

**NOTES**  
**(cont.)**

Participation in organized outdoor adventure activities is encouraged and promoted.

If another MWR Activity has outdoor trips, tours, or classes, the OAC staff will support the activity with, but not limited to:

- Equipment
- Transportation
- Planning and advising
- Staff support

Instruction provides personal and team development. The object is to teach people appropriate behaviors, ethics, and skills relevant to outdoor activities.

### **Qualitative Standards for Rental Operations**

- 3.2.1** Rental equipment fills the customers’ need for high quality specialized outdoor gear required to participate in outdoor activities, based on customer feedback.
- 3.2.2** Rental equipment is available to patrons for participation in individual and group outdoor activities.
- 3.2.3** Rental gear is available for successful outdoor adventures. If patrons have access to high quality, specialized outdoor rental gear utilizing the latest technology the activity will be more enjoyable, easier to learn, and safer.
- 3.2.4** Rental equipment that the customer would like to be “seen with” is available. Name brands and image are important and attractive to all users. Being seen with the latest and greatest equipment increases the user’s self-image.
- 3.2.5** Rental equipment utilizing the latest technology is available to patrons.
- 3.2.6** Rental equipment is maintained and tuned according to manufacturer standards.
- 3.2.7** Rental equipment is easy to use and maintain. Typically, in the long run, buying high quality equipment is more cost effective.
- 3.2.8** Regardless of the size or inventory levels of the outdoor adventure rental operation, equipment is selected to meet the program goals, needs, and desires of the majority of the target population.

- 3.2.9** Outdoor adventure equipment rental programs are:
- Driven by patron demand.
  - Customer service oriented.
  - Diverse.
  - Accessible.
  - Quality oriented.
  - Adequately stocked with equipment that is reasonably priced for the Navy community.
  - Designed to utilize the unique characteristics of the surrounding environment.
- 3.2.10** Rental fees and charges are conspicuously posted in an attractive manner.
- 3.2.11** The responsible commander or designated representative approves all rental fees. These fees and charges will be at least 25 percent below commercial rental charges for similar Outdoor Recreation rental gear in the area as evidenced by a survey of commercial fees and charges conducted by Outdoor Recreation staff at least once every three years.
- 3.2.12** A record is maintained showing the frequency of use for each item category.
- 3.2.13** A record is maintained of all patron requests for Outdoor Recreation rental equipment not stocked, e.g., fly rods, whitewater kayaks, etc.
- 3.2.14** A plain language statement of responsibility and accountability to return all rental gear in same clean condition, save normal wear and tear, is signed and dated by the authorized renter.



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**Percent of “Core” Program Elements in Compliance With Qualitative Standards**

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- 3.2.15** The plain language statement also states the renter will be held liable for loss of equipment, reimbursing the rental center at the **replacement cost** of the lost equipment.
- 3.2.16** The statement also holds the government harmless for **any patron renter misuse** of the equipment that results is a claim against the government.
- 3.2.17** All statements are approved by the local base legal counsel.
- 3.2.18** Lost or stolen equipment paid for by the customer is replaced through wholesale or retail vendors. If the equipment replaced is to be purchased wholesale, the charges are based on the wholesale cost of the item, plus 40%, which includes shipping, administration, and all other related fees. If the equipment is replaced through a retailer, the customer will only be charged the retail value plus shipping charges. In no case will the customer be charged more than retail value.

**Qualitative Standards for Retail Sales**

- 3.2.19** Retail operations support the customer who has progressed beyond the novice stage of an outdoor pursuit. Frequent users and renters will find it's more cost effective and convenient to own than rent. Also, it is more practical to sell some items rather than renting them. Retail sales offer discounts to Sailors while the revenue will help offset the cost of the other program elements.
- 3.2.20** Self-directed outdoor adventure activities are encouraged.
- 3.2.21** Seventy-five percent of the outdoor staff participates in at least three scheduled outdoor programs per year in order to be familiar with ORP gear, programs, and trips.

- 3.2.22** A retail sales cost of goods sold overall mix will average between 65 and 80 percent on the end-of-FY RAMCAS statement.
- 3.2.23** The same manufacturer/name brand is used for purchasing retail, rental, and program inventory.

**Qualitative Standards for Rental Operations**

- 3.2.24** Certified or manufacturer approved repair technician(s) on staff, offer maintenance and repair services to patrons as the technician's qualifications allow.
- 3.2.25** There is an approved set of repair and maintenance charges schedule for patrons conspicuously displayed at the ORP.

**Qualitative Standards for Education/Skills/Instructions**

- 3.2.26** All ORP program offerings include at least one ORP staff member.
- 3.2.27** Instruction lesson plans are developed for all organized Outdoor Recreation skills development courses and classes.
- 3.2.28** Outdoor Recreation course/class lesson plans provide for personal and team development.
- 3.2.29** Outdoor Recreation program skill instruction is designed to teach appropriate behaviors, ethics, and skills relevant to outdoor activities.

---

**Percent of “Core” Program Elements in Compliance With Qualitative Standards**

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- 3.2.30** The minimum number of overnight trips, clinics and instruction, both classroom and outdoor, offered annually are as follows:

<b>Program type</b>	<b>XL</b>	<b>LG.</b>	<b>Med.</b>	<b>SM</b>	<b>XSM</b>
Overnight trips	10	8	6	3	2
Classroom instruction	12	10	8	4	3
Outdoor instruction	12	10	8	4	3

**Qualitative Standards for Information/Resources**

- 3.2.31** Because of the transient nature of our population, reliable information and advice on all local outdoor activities, areas, instruction, and gear is a service that customer’s value. This information is available to the customer in order to educate and provide information needed for self-directed outdoor activities. This includes videotapes, maps, guide books, brochures, gear lists, weather, ski reports, etc. First hand knowledge of experienced staff members is always the best source of information.
- 3.2.32** Informational resources are offered at no cost to the patron.
- 3.2.33** At a minimum all ORPs and Outdoor Recreation rental centers will have the following information and resource items:
- Brochures of local guides and outfitters
  - Flyers and other information on outdoor recreation competitions and special events
  - A library of guide books, how to videos/books, and topographical maps

- Current and five-day weather forecasts
- Self directed activity/trip information sheets
- Other MWR and local recreation and parks brochures and special event flyers

**Qualitative Standards for Competitions**

ORP staff shall develop a program plan for all competitions to include the following core program elements:

- 3.2.34** Primarily designed for the sake of fun, physical fitness, and the chance to test one's limits in an outdoor environment using outdoor skills, and outdoor gear.
- 3.2.35** Designed to meet the ORP mission statement.
- 3.2.36** Designed to include personal and team development components. The objective is to encourage appropriate behaviors, ethics, and skills relevant to outdoor activities.
- 3.2.37** If other divisions in the MWR Department sponsor competitions, outdoor trips, tours, or classes, the ORP staff will support the activity with, but not limited to:
- Equipment.
  - Transportation.
  - Planning and advising.
  - Staff support.

---

**Percent of “Core” Program Elements in Compliance With Qualitative Standards**

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**3.2.38** Outdoor Recreation competitive program events and activities will be offered of a type determined by local interest and conditions.

**3.2.39** Outdoor Recreation competitions will only be conducted in an outdoor setting using human powered outdoor recreation skills with outdoor recreation gear.

**3.2.40** The minimum number of competitions offered each year are:

<b>Program type</b>	<b>XL</b>	<b>LG.</b>	<b>Med.</b>	<b>SM</b>	<b>XSM</b>
# Competitions	5	4	2	1	1

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**Percent of “Core” Program Elements in Compliance With Qualitative Standards**

**Score Sheet  
Outdoor Recreation  
Metric 3.2**

**Step 1**      Circle the appropriate response in the met column

<b>Standards</b>		<b>Outdoor Adventure Center</b>	<b>Outdoor Center and other rentals</b>
3.2.1	Rental gear fill the customers needs.	1	1
3.2.2	Rental gear provides patrons opportunity to participate.	1	1
3.2.3	Rental gear utilizes the latest technology.	1	1
3.2.4	Rental gear is the type the customer would like to be seen with.	1	1
3.2.5	Users have confidence in latest technology.	1	1
3.2.6	Rental gear is well maintained and tuned.	1	1
3.2.7	Equipment is easy to use and maintain.	1	1
3.2.8	Rental gear meets program goals and needs of the target population.	1	1
3.2.9	Rental programs satisfy these items.	1	1
3.2.10	Fees and charges are conspicuously posted.	1	1
3.2.11	Responsible commander has approved fees.	1	1
3.2.12	Frequency of use records are kept.	1	1
3.2.13	Patron requests records are kept.	1	1
3.2.14	Plain language statement of responsibility and accountability is signed and dated by the renter.	1	1
3.2.15	Rental statement includes that the renter is responsible for loss.	1	1
3.2.16	Rental statement holds the government harmless for any renter misuse.	1	1
3.2.17	Rental statements are approved by base legal counsel.	1	1
3.2.18	Customers are not charged more than retail for replacement of gear.	1	1
3.2.19	Retail operation support customers.	1	1
3.2.20	Self-directed activities are encouraged.	1	1
3.2.21	75% of staff participate in at least three trips/year.	1	1
3.2.22	Cost of goods between 65 and 80%.	1	1
3.2.23	Same manufacturer is used for rentals, retail and program.	1	1
3.2.24	Offer maintenance and repair services.	1	1
3.2.25	Approved set of repair and maintenance charges displayed.	1	1
3.2.26	Twelve instructional classes offered per year.	1	1
3.2.27	Lesson plans developed for all classes.	1	1
3.2.28	Lesson plans provide for personal/team development.	1	1
3.2.29	Relevant behaviors/ethics/skills are taught.	1	1

**Outdoor Recreation  
Program Accreditation**

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3.2.30	Number of program offerings	1	1
3.2.31	Reliable information and advice is available to customers	1	1
3.2.32	Information and advice is offered at no cost	1	1
3.2.33	Have the minimum required information and resource items	1	1
3.2.34	Competitions are for the sake of fun and the chance to test one's limit	1	N/A
3.2.35	Competitions are designed to meet the ORP mission statement	1	N/A
3.2.36	Competitions will provide for personal and/or team development	1	N/A
3.2.37	Outdoor recreation staff will support MWR "outdoor" competitions	1	N/A
3.2.38	Competitions will be offered to meet local interest and demands	1	N/A
3.2.39	Competitions will only be held in an outdoor setting utilizing human powered skills and gear	1	N/A
3.2.40	Number of competitions offered per year	1	N/A
<b>Step 2</b> Add the circled numbers and enter total.			

**Step 3**      Compute your percent compliance:

Total ÷ # applicable standards x 100 =

Your % Compliance

**Step 4**      Enter your percent compliance in the performance block for metric 3.2.

**Step 5**      Find the corresponding "score" (0-10) and enter it in the "score" block for this metric.



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## OUTDOOR RECREATION PROGRAM ACCREDITATION PROGRAM MARKETING

### METRIC 3.3

#### Percent Compliance With Marketing Requirements

---

#### PURPOSE OF THIS

To measure the degree of compliance with all marketing requirements established for the Outdoor Recreation Program.

#### METRIC

#### REFERENCES/ SOURCES

- 
- NPC MWR Marketing Managers Desk Reference
  - Department of the Navy MWR Master Plan
- 

#### NOTES

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### **Marketing Standards for Outdoor Recreation Operations and Retail Shops**

- 3.3.1**      The name of the outdoor recreation facility/operation, image, and theme is consistent with what the activity offers.
  
- 3.3.2**      The outdoor operation has a written mission statement attractively posted where visible to patrons and staff.
  
- 3.3.3**      All promotions and publicity reflects the mission statement and image of the operation.
  
- 3.3.4**      Signs identifying the ORP, sign boards, marquees, or electronic message boards, are readable from adjacent roads.
  
- 3.3.5**      Current approved rental rates, policies, and procedures are posted at the facility in a highly visible attractive and unobtrusive way.
  
- 3.3.6**      The ORP will have one bulletin board in a visible place, seasonally themed displaying the current Outdoor Recreation program brochure and up coming and current program promotional flyers.
  
- 3.3.7**      All signs in the ORP will be free from rips, tape, negative language, handwritten information, and outdated information.
  
- 3.3.8**      All customer entrances to the building have the hours of operation clearly posted.

**3.3.9** At least seven of the following advertising media are used:

- Base/regional military newspaper
- Local community newspaper
- Posters
- Banners
- Flyers or calendars
- Radio
- Television or in-house video
- Plan of the Day
- Sign boards, marquees, or electronic message boards
- Web site
- E-mail
- Direct mail
- Staff has business cards

**3.3.10** Brochures describing customer services offered are required. The required elements for each brochure are:

- Current, up-to-date information
- Uncluttered and easily readable
- Facilities name
- Facilities address
- Directions to the facility
- Facilities phone number
- Hours of operation
- Patron eligibility for the use of services

**3.3.11** For rental shops add to the brochure:

- The customer's rental policy information and procedures for renting
- Equipment available
- Cost of equipment

- 3.3.12** For trips, instruction, and competitions add:
- Name of activity offered
  - Photographs of prior trips, classes, or events
  - Dates, time, and duration of activity
  - Purpose, benefit, or goal of the activity
  - Required pre-requisites of potential clients
  - Activity registration dates
  - The cost to participate in the activity
- 3.3.13** At least one customer focus group interview and an all-hands survey are conducted annually.
- 3.3.14** Participation records, customer comment cards, surveys, focus group interviews, and other market research methods are used and evaluated on an on going basis to assess the overall quality and effectiveness of the ORP.
- 3.3.15** Staff networks with and keeps their MWR peers informed of the outdoor program's current offerings.
- 3.3.16** ORP staff is generally knowledgeable and can pass on essential information concerning other MWR events, activities, and services.

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**Percent Compliance With Marketing Requirements**

**Score Sheet  
Outdoor Recreation  
Metric 3.3**

**Step 1**      Circle the appropriate response in the met column.

<b>Standards</b>		<b>Met</b>
3.3.1	Name is consistent with activities and program offered.	1
3.3.2	Written mission statement posted where visible to patrons and staff.	1
3.3.3	Promotions reflects the mission statement	1
3.3.4	Signs are readable from adjacent roads.	1
3.3.5	Rental rates are posted in a highly visible attractive, unobtrusive way.	1
3.3.6	Seasonally themed bulletin board in a visible place.	1
3.3.7	All signs are free from rips, tape, negative language, handwritten info., and current	1
3.3.8	Entrances have hours of operation clearly posted.	1
3.3.9	At least seven media are used in promotions and publicity.	1
3.3.10	Brochures available which include the required elements.	1
3.3.11	Rental shop brochures are available and include required elements.	1
3.3.12	Trips/instruction/competition brochures are available & include required elements.	1
3.3.13	One customer focus group and an all-hands survey are conducted annually.	1
3.3.14	Market research is used and evaluated.	1
3.3.15	Staff networks and keeps MWR peers informed of current offerings.	1
3.3.16	Staff generally know MWR Department programs/services.	1
<b>Step 2</b> Add the circled numbers and enter total.		<div style="border: 1px solid black; width: 80px; height: 30px; margin: 0 auto;"></div>

**Step 3**      Compute your percent compliance:

Total ÷ 16 x 100 =

Your % Compliance

**Step 4**      Enter your percent compliance in the performance block for metric 3.3.

**Step 5**      Find the corresponding “score” (0-10) and enter it in the “score” block for this metric.

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## OUTDOOR RECREATION PROGRAM ACCREDITATION EQUIPMENT FUNDING

### METRIC 4.1

#### Amount of Outdoor Recreation Rental Equipment Inventory on Hand

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##### PURPOSE OF THIS METRIC

To determine the amount of core program equipment on hand for the outdoor Recreation program.

##### REFERENCES/ SOURCES

- BUPERSINST 1710.11C, Operation of Morale Welfare and Recreation (MWR) Programs
- Air Force Instruction 34-268, Outdoor Recreation Programs and Procedures
- Air Force Training Aid OD-8, Equipment Stock Management

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##### NOTES

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**Amount of Outdoor Recreation Rental Equipment Inventory on Hand**

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**Standards**

- 4.1.1** The ORP rental inventory value of human powered outdoor recreation equipment, at acquisition prices, exceeds the following amounts:

<b>IF YOU SERVE</b>	<b>Your Equipment Value Should Be</b>
An active duty population >14,000	>\$170,000
An active duty population that is 7,000-14,000	>\$130,000
An active duty population that is 3,000-6,999	>\$80,000
An active duty population that is 501-2,999	>\$50,000
An active duty population <501	>\$25,000

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**Score Sheet  
Outdoor Recreation  
Metric 4.1**

**Step 1** Find the funding standard score sheet that applies to your size installation utilizing the following table.

IF YOU SERVE	THEN
An active duty population >14,000	Go to page 4.1.6
An active duty population that is 7,000-14,000	Go to page 4.1.7
An active duty population that is 3,000-6,999	Go to page 4.1.9
An active duty population that is 501-2,999	Go to page 4.1.11
An active duty population <501	Go to page 4.1.13

### Extra Large Installation

**Step 2** Find the amount of your equipment inventory in Column A below.

<b>A Equipment Inventory (in \$)</b>	<b>B % Compliance</b>	<b>C Score</b>
>170,000	100	10
153,000 – 169,999	90	9
136,000 – 152,999	80	8
119,000 – 135,999	70	7
102,000 – 118,999	60	6
85,000 – 101,999	50	5
68,000 - 84,999	40	4
51,000 – 67,999	30	3
34,000 – 50,999	20	2
17,000 – 33,999	10	1
<17,000	0	0

**Step 3** Locate % Compliance in column B and place that number in the performance block for metric 4.1.

**Step 4** Place the corresponding Score from column C in the score block for metric 4.1.

---

**Amount of Outdoor Recreation Rental Equipment Inventory on Hand**

---

**Large Installation**

**Step 2** Find the amount of your equipment inventory in Column A below.

<b>A Equipment Inventory (in \$)</b>	<b>B % Compliance</b>	<b>C Score</b>
>130,000	100	10
117,000 – 129,999	90	9
104,000 – 116,999	80	8
91,000 – 103,999	70	7
78,000 – 90,999	60	6
65,000 – 77,999	50	5
52,000 – 64,999	40	4
39,000 – 51,999	30	3
26,000 – 38,999	20	2
13,000 – 25,999	10	1
<13,000	0	0

**Step 3** Locate % Compliance in column B and place that number in the performance block for metric 4.1.

**Step 4** Place the corresponding Score from column C in the score block for metric 4.1.

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**Amount of Outdoor Recreation Rental Equipment Inventory on Hand**

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**Medium Installation**

**Step 2** Find the amount of your equipment inventory in Column A below.

<b>A Equipment Inventory (in \$)</b>	<b>B % Compliance</b>	<b>C Score</b>
>80,000	100	10
72,000 – 79,999	90	9
64,000 – 71,999	80	8
56,000 – 63,999	70	7
48,000 – 55,999	60	6
40,000 – 47,999	50	5
32,000 – 39,999	40	4
24,000 – 31,999	30	3
16,000 – 23,999	20	2
8,000 – 15,999	10	1
<8,000	0	0

**Step 3** Locate % Compliance in column B and place that number in the performance block for metric 4.1.

**Step 4** Place the corresponding Score from column C in the score block for metric 4.1.

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**Amount of Outdoor Recreation Rental Equipment Inventory on Hand**

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**Small Installation**

**Step 2** Find the amount of your equipment inventory in Column A below.

<b>A Equipment Inventory (in \$)</b>	<b>B % Compliance</b>	<b>C Score</b>
>50,000	100	10
45,000 – 49,999	90	9
40,000 – 44,999	80	8
35,000 – 39,999	70	7
30,000 – 34,999	60	6
25,000 – 29,999	50	5
20,000 – 24,999	40	4
15,000 – 19,999	30	3
10,000 – 14,999	20	2
5,000 – 9,999	10	1
<5,000	0	0

**Step 3** Locate % Compliance in column B and place that number in the performance block for metric 4.1.

**Step 4** Place the corresponding Score from column C in the score block for metric 4.1.

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**Amount of Outdoor Recreation Rental Equipment Inventory on Hand**

---

**Extra Small Installation**

**Step 2** Find the amount of your equipment inventory in Column A below.

<b>A Equipment Inventory (in \$)</b>	<b>B % Compliance</b>	<b>C Score</b>
>25,000	100	10
22,500 – 24,999	90	9
20,000 – 22,499	80	8
17,500 – 19,999	70	7
15,000 – 17,499	60	6
12,500 – 14,999	50	5
10,000 – 12,499	40	4
7,500 – 9,999	30	3
5,000 – 7,499	20	2
2,500 – 4,999	10	1
<2,500	0	0

**Step 3** Locate % Compliance in column B and place that number in the performance block for metric 4.1.

**Step 4** Place the corresponding Score from column C in the score block for metric 4.1.

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## OUTDOOR RECREATION PROGRAM ACCREDITATION EQUIPMENT

### METRIC 4.2

#### Percent Core Inventory Available for Rental Use

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##### PURPOSE OF THIS METRIC

To establish core ORP equipment standards for all Naval installations.

##### REFERENCES/ SOURCES

- 
- Air Force Instruction 34-268, Outdoor Recreation Programs and Procedures
  - Air Force Training Aid OD-8, Equipment Stock Management
  - The Outdoor Programmer's Resource Guide, Outdoor Recreation Coalition of America and Sporting Goods Manufacturers Association, 1996
  - National Livery Safety System: Introduction to Risk Management for Livery Operators, American Canoe Association
- 

##### NOTES

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### **Core ORP Equipment Standards**

Quantity of the following equipment should be based on customer demand.

- 4.2.1** Kayaks (sit on top or decked) are available, including appropriate safety gear and accessories.
- 4.2.2** Canoes are available including appropriate safety gear and accessories.
- 4.2.3** Bicycles, appropriate to area, are available including safety gear and accessories.
- 4.2.4** Backpacking gear (backpacks, lightweight tents, lightweight sleeping bags, lightweight stoves, etc.) is available.
- 4.2.5** Car camping gear (family size tents, stoves, coolers, sleeping bags, etc.) is available.
- 4.2.6** At least forty percent of equipment inventory is devoted to regionally specific equipment.
- 4.2.7** Customer feedback is considered in equipment purchasing decisions.
- 4.2.8** Customer comments on rental equipment are consistently positive.

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**Score Sheet  
Outdoor Recreation  
Metric 4.2**

**Step 1** Circle the appropriate response in the met column.

Standards		A Met
4.2.1	Kayaks, accessories and appropriate safety gear are available	1
4.2.2	Canoes, accessories, and appropriate safety gear are available	1
4.2.3	Bicycles, accessories, and appropriate safety gear are available	1
4.2.4	Backpacking gear (lightweight) is available	1
4.2.5	Car camping gear (family type) is available	1
4.2.6	At least 40% of inventory is devoted to regionally specific equipment	1
4.2.7	Customer feedback is considered in purchasing equipment	1
4.2.8	Customer comments on rental equipment are consistently positive	1
<b>Step 2</b> Add the circled numbers and enter total.		

**Step 3** Compute your percent compliance:

$$\text{Total} \div 8 \times 100 =$$

Your % Compliance

**Step 4** Enter your percent compliance in the performance block for metric 4.2.

**Step 5** Find the corresponding “score” (0-10) and enter it in the “score” block for this metric.

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## OUTDOOR RECREATION PROGRAM ACCREDITATION EQUIPMENT LIFE CYCLE

### METRIC 4.3

#### Percent of Equipment Replaced Due to Life-Cycle Requirements

---

##### PURPOSE OF THIS METRIC

To assure timely replacement for all rental and outdoor adventure program equipment.

##### REFERENCES/ SOURCES

- 
- BUPERSINST 1710.11C, Operation of Morale Welfare and Recreation (MWR) Programs
  - Air Force Training Aid OD-8, Equipment Stock Management
  - The Outdoor Programmer's Resource Guide, Outdoor Recreation Coalition of America and Sporting Goods Manufacturers Association, 1996
- 

##### NOTES

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**Equipment life cycle standard**

- 4.3.1**      At least 20% value of equipment inventory is replaced each year. This value is based on purchase price.

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## Outdoor Recreation Metric 4.3

**Step 1** Compute your level of replacement per year.

A Total value of ORP equipment on hand \_\_\_\_\_

B Total value of equipment replaced in the last year \_\_\_\_\_

Line B ÷ Line A x 100 = % replaced

% Replaced	% Compliance	Score
>20	100	10
18-19.9	90	9
16-17.9	80	8
14-15.9	70	7
12-13.9	60	6
10-11.9	50	5
8-9.9	40	4
6-7.9	30	3
4-5.9	20	2
2-3.9	10	1
<2	0	0

**Step 2** Find your % percent compliance (adjacent to the approximate % replaced) and enter it in the performance block for 4.3.

**Step 3** Find the corresponding “score” in enter it in the score block for 4.3.

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## OUTDOOR RECREATION PROGRAM ACCREDITATION EQUIPMENT

### APF Score Sheet Equipment and Supplies

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#### PURPOSE OF THIS SCORE SHEET

To determine the amount of APF funding needed for equipment and supplies.

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#### REFERENCES/ SOURCES

- NAVSO P-1000
  - BUPERSINST 1710.11C
  - BUPERSINST 1710.16
- 

#### NOTES

As a rule of thumb, 30% of the value of all NAF and APF property (both minor property and fixed assets) should be expended annually for routine repairs and replacements and to adequately provide for routine program supplies and other operating expenses. This added to the amount needed to purchase equipment required by the standards should provide the total amount required by the program on an annual basis for equipment and supplies.

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Compute your total APF support authorization for equipment and supplies as follows:

- A. Amount required to purchase any additional equipment your program needs to comply with the equipment standards in 4.1 and 4.2 \_\_\_\_\_
- B. 30% of the value of your current property inventory. (See 4.3.) \_\_\_\_\_
- C. Total \_\_\_\_\_

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## OUTDOOR RECREATION PROGRAM ACCREDITATION ADMINISTRATION

### METRIC 5.1

#### Percent Compliance With Administrative Requirements

---

##### PURPOSE OF THIS METRIC

To determine the degree of compliance with administrative standards prescribed for the program.

##### REFERENCES/ SOURCES

- 
- BUPERSINST 1710.11C, Operation of Morale Welfare and Recreation (MWR) Programs
  - Department of the Navy MWR Master Plan
  - The Outdoor Programmer's Resource Guide, Outdoor Recreation Coalition of America and Sporting Goods Manufacturers Association, 1996
  - Federal Employees Almanac, 47th Edition, 2000
- 

##### NOTES

A store culture is maintained through regular meetings and a system of daily communication. Meetings are held to disseminate program information, special events, new equipment, price changes, and other critical staff information. Staff is allowed to speak their mind, encouraged to share information, offer new ideas, and take on innovative projects.

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**Standards**

- 5.1.1** ORP staff meetings are scheduled and conducted at least once a month. Meeting minutes are kept and on file. Minutes include but are not limited to topics, staff attending, and date.
- 5.1.2** Staffs possess or are working toward appropriate certifications within six months after employment or job assignment.
- 5.1.3** All certifications are current, recorded, and maintained in the Outdoor Recreation program office and in OPFs.
- 5.1.4** Temporary Assigned Duty (TAD) and other military personnel and volunteers assigned to the staff meet the same training and certification requirements as the MWR employees assigned to the Outdoor Recreation program.
- 5.1.5** Every staff member has a current and accurate job description. This includes all paid staff, assigned military personnel, and volunteers.
- 5.1.6** Each civilian employee, along with military and civilian volunteer staff member has a personnel file. Each file should include, but may not be limited to:
- Training records
  - Copies of certifications and licenses
  - Copies of evaluations
  - Current position description

- 5.1.7** Files for each active duty member assigned to the Outdoor Recreation staff will have:
- Outdoor Recreation program training records
  - Copies of current required and other Outdoor Recreation certifications and licenses
  - Current Outdoor Recreation program position descriptions
- 5.1.8** All records of Fixed Price Contract for Services and other contracts used will be kept on file.
- 5.1.9** The facility is equipped with a minimum of two updated computers, with on-line access to E-mail, Internet, a station ORP website, the ORP counter staff will use one of the computers and the other will be in the office.
- 5.1.10** Computers have easy access to a printer, copier, and fax machine during operating hours.
- 5.1.11** The customer service counter is equipped with standardized POS system.
- 5.1.12** Office is equipped with a compartment safe and each person responsible for the safe keeping of funds is assigned a designated secure drawer or compartment.
- 5.1.13** Hours of operation are approved by the CO or designated authority and should be customer friendly.
- 5.1.14** ORP is manned at least 15 minutes prior to opening and 15 minutes after posted closing time.

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**Percent Compliance With Administrative Requirements**

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**Score Sheet  
Outdoor Recreation  
Metric 5.1**

**Step 1**      Circle the appropriate response in the met column.

<b>Standards</b>	<b>A Met</b>
5.1.1    Staff meetings.	1
5.1.2    Appropriate certifications.	1
5.1.3    Current certifications.	1
5.1.4    TAD – certified and trained.	1
5.1.5    Job description.	1
5.1.6    Personnel files - civilian.	1
5.1.7    Active duty records.	1
5.1.8    Fixed price contracts on file.	1
5.1.9    Two computers as specified.	1
5.1.10   Access to printer, fax and copier.	1
5.1.11   Standardized POS system.	1
5.1.12   Compartment safe.	1
5.1.13   Hours of operations approved.	1
5.1.14   ORP is manned prior to opening and closing.	1
<b>Step 2</b> Add the circled numbers and enter total.	

**Step 3**      Compute your percent compliance:

$$\text{Total} \div 14 \times 100 =$$

Your % Compliance

**Step 4**      Enter your percent compliance in the performance block for metric 5.1.

**Step 6**      Find the corresponding “score” (0-10) and enter it in the “score” block for this metric.

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